

GRAPHIC DESIGN TWO

Book Cover Design Rubric

KEANEY

Project Outline:	Students will re-design a book of their own choosing. The design must include the front & back cover, and the spine.
Project specifications:	Measure your chosen book for size format, be sure to include the spine. 150 resolution, save as TIFF.
Front Cover information:	Title & Author / Awards and Series info (if story is part of a series)
Spine:	Title, Author and book publisher logo
Back Cover:	Short summary of story or overview of story and/or testimonials Isbn and Book Publisher logo (Publisher logos and ISBN can be found on the X drive: \\wanservero8\yte\$)

	Professional Designer	Freelance Designer	Amateur Designer	Student Designer
Information	All of the information is included, fits well within the design, and speaks directly to the tone of the story.	All the information is included and fit well into the design.	A piece of informations placement seems like an afterthought or disrupts the overall design.	A key piece of information is missing.
Image & Design Elements	The images, line, color and textures not only support the tone of the story, but sparks imagination and wonder about the story within. You got us!	The images, line, color and textures used within the design support the theme and tone of the story.	The images used scream (I've been photoshoped!) and don't quite fit the story.	The images are poorly chosen, look rushed or effects used without refering to the tone of the story.
Typography	The typography speaks as much about the tone of the story as the images. Working well together and seperate from the images.	Design includes a few,(1-3) well-placed fonts that speak to the style of the story and integrates into the images used within the design.	Any information is spelled wrong or the font chosen disrupts the design.	Too many typefaces, spelling errors and design disruption.
Quality	The format, overall design and presentation is all so perfectly designed together we can't help but like the design, even if we wouldn't like the story.	The format is correct, every section of visual space is designed and well balanced, including color harmony and font choices. The work is presented on matte board.	The format is slightly off center and parts of the visual space are not designed (watch those corners!) The work is not presented on matte board.	The format is wrong, parts of the visual space are not designed and the work is not presented on matte board. (If you don't care about your work, no one else will either!)